

Rep Order# 6813893 Ver# 1 Mod# 0 Status Partially Confirmed Traffic Order# 766665  
 EC'd No

Printed: 05/08/2012 2:21 PM  
 Last Received: 05/08/2012 12:46 PM  
 Showing Buylines: All Lines

1 of 3

Station WUPW-TV TOLEDO, OH.  
 Advertiser ( ) US CHAMBER OF CMRC  
 Product US CHAMBER  
 Estimate# 435  
 Buyer Scott Kahn  
 Phone#  
 Fax#

Agency ( ) MEDIA AD VENTURES  
 8136 OLD KEENE MILL ROAD, S#A-300  
 SPRINGFIELD, VA 22152  
 Agency C/P1/P2/E 106/120/435  
 Flight Dates 05/07/2012 - 05/20/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) ANJIE BRADY  
 Salesperson Phone# 215-567-6005  
 Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

LN 8 1x Cops5/12 N/A - MG offer = 1x MLB 5/12 12:30-4P NCTR  
 LN 11 1x 5/12 - MG PGM TP CHG LATE RUN NEWS  
 LN 15 1x Clsr 5/12 NA - MG offer = 1x FX NWS SUN 5/13 NCTR  
 LN 16 1x 5/12 - MG PGM TP CHG Seinfeld Late Run  
 LN 17 1x 5/12 - MG PGM TP CHG FOX Delayed Broadcast  
 LN 18 1x 5/13 PGM CHG = Leading Edge

---STATION ORDER COMMENTS---

LN 8 1x Cops5/12 N/A - MG offer = 1x MLB 5/12 12:30-4P NCIR  
 LN 11 1x 5/12 - MG PGM TP CHG LATE RUN NEWS  
 LN 15 1x Clsr 5/12 NA - MG offer = 1x FX NWS SUN 5/13 NCIR  
 LN 16 1x 5/12 - MG PGM TP CHG Seinfeld Late Run  
 LN 17 1x 5/12 - MG PGM TP CHG FOX Delayed Broadcast  
 LN 18 1x 5/13 PGM CHG = Leading Edge

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	10A-11A	MAURY POVICH	:30	\$50.00	05/07-05/18	3	2	6	\$300.00	
	2	M-F	4P-5P	ANDERSON COOPER	:30	\$50.00	05/07-05/18	3	2	6	\$300.00	
	3	M-F	630P-7P	FOX TOLEDO NEWS @ 630PM	:30	\$60.00	05/07-05/18	3	2	6	\$360.00	
	4	M-F	7P-730P	THE OFFICE	:30	\$80.00	05/07-05/18	3	2	6	\$480.00	
	5	M-F	730P-8P	HOW I MET YOUR MOTHER	:30	\$80.00	05/07-05/18	3	2	6	\$480.00	
	6	M	9P-10P	HOUSE	:30	\$400.00	05/14-05/14	1	1	1	\$400.00	

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 Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005  
 Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	7	TH	8P-9P	IDOL	:30	\$1,250.00	05/10-05/10	1	1	1	\$1,250.00	
	8	SA	8P-9P	COPS	:30	\$175.00	05/12-05/12	1	1	1	\$175.00	
	9	SA	630P-11P	NASCAR	:30	\$950.00	05/12-05/12	1	1	1	\$950.00	
	10	M-F	10P-11P	FOX TOLEDO NEWS @ 10PM	:30	\$175.00	05/07-05/18	3	2	6	\$1,050.00	
	11	SA	10P-1030P	FOX TOLEDO NEWS SATURDAY @ 10PM	:30	\$175.00	05/12-05/12	1	1	1	\$175.00	
	12	SU	10P-1030P	FOX TOLEDO NEWS SUNDAY @ 10PM	:30	\$175.00	05/13-05/13	1	1	1	\$175.00	
	13	M-F	11P-1130P	SEINFELD	:30	\$60.00	05/07-05/18	2	2	4	\$240.00	
	14	M-F	1130P-12A	THE OFFICE	:30	\$60.00	05/07-05/18	2	2	4	\$240.00	
	15	SA	5P-6P	THE CLOSER	:30	\$25.00	05/12-05/12	1	1	1	\$25.00	
	16	SA	1030P-11P	SEINFELD	:30	\$50.00	05/12-05/12	1	1	1	\$50.00	
	17	SA	11P-12A	HELL'S KITCHEN	:30	\$35.00	05/12-05/12	1	1	1	\$35.00	
	18	SU	1030P-11P	RYCHNOVSKY	:30	\$50.00	05/13-05/13	1	1	1	\$50.00	

---REPORT TOTALS---

Report Totals: 54 / \$6,735.00

---SALES MONTHLY TOTALS---

May 12: 54 / \$6,735.00

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Sales Totals: 54 / \$6,735.00

Station Totals: 54 / \$6,735.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$112,250	CATV	0%	WNCT	0%	WNWO	4%	WTOL	49%	WTVG	41%
		WUPW	6%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE